

National Cancer Institute

Office of Communications

2005

OC Annual Report

Providing a
Communications
Infrastructure
for Science



U.S. DEPARTMENT
OF HEALTH AND
HUMAN SERVICES

National Institutes
of Health

OC Director's Message

Dear Colleagues:

I am pleased to present the NCI Office of Communications' (OC) Annual Report for 2005.

This is the first formal annual report ever compiled by our office. By providing this comprehensive summary of the year's activities, we hope that our NCI colleagues, as well as those in the broader cancer community, will become more familiar with the work that we do and the opportunities that exist for collaboration with our office. We take pride in our work and appreciate this opportunity to highlight our recent activities and accomplishments.

As we begin the new year, we review and evaluate the past year's communications as a whole. This is particularly important as we witness an explosion of new scientific information. Just as cancer research is moving toward "team science," successful communications must engage a wide range of different disciplines to respond to new challenges. OC is continually employing new communications technologies that better meet the needs of advancing science and increasingly complex challenges.

As we reflect on the past year, we see areas where programs were extremely successful, as well as opportunities for new directions in the year ahead. OC is excited about the possibilities before us, and we look forward to working with you to accomplish the Institute's goals.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Nelvis Castro', with a stylized flourish at the end.

Nelvis Castro
Acting Director
Office of Communications

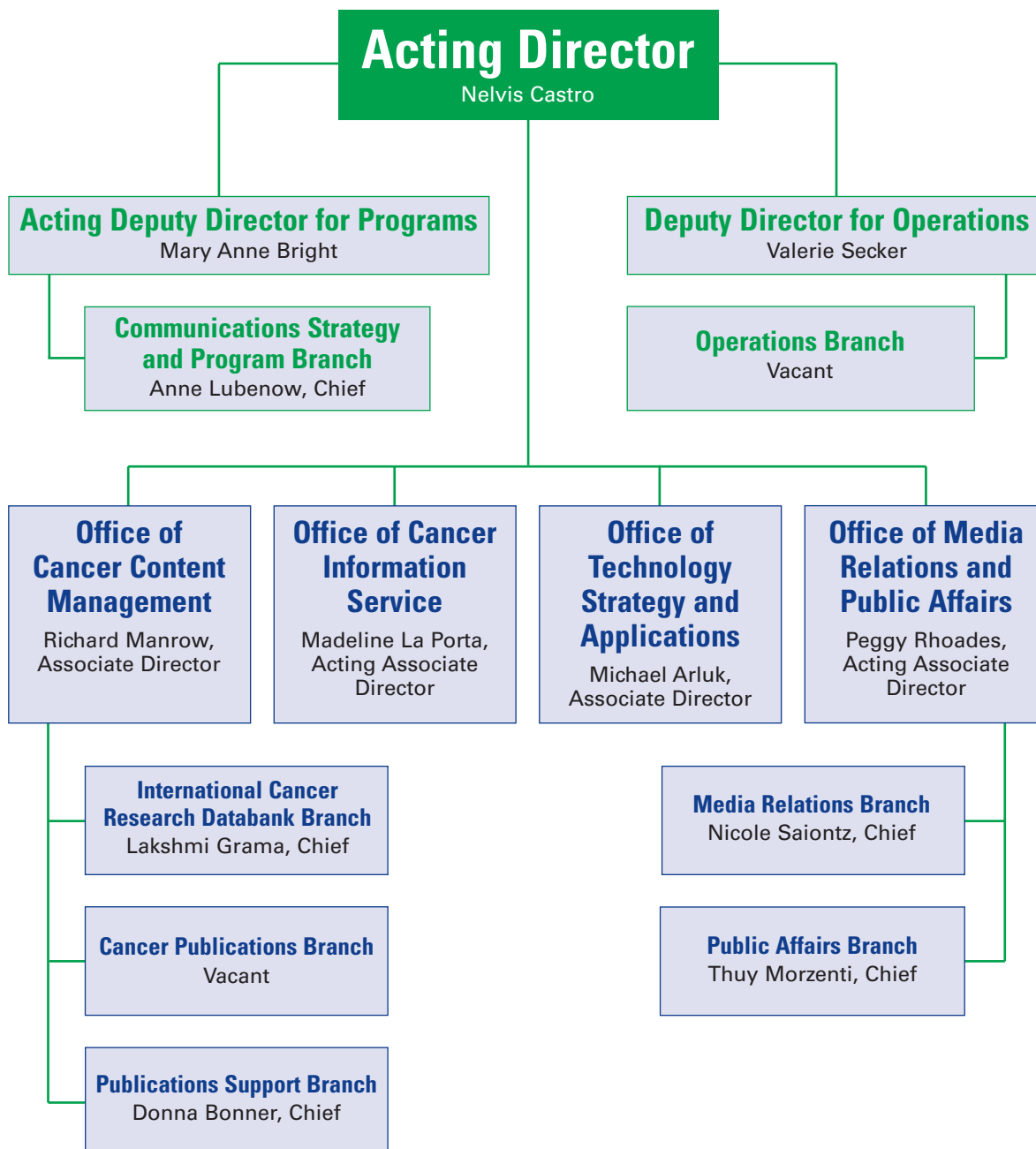


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Office of Communications

Organizational Chart



2005 Highlights from the Office of Communications

2005 was a year of rapid growth and change for both the National Cancer Institute (NCI) and the Office of Communications (OC).

Drawing upon a renewed commitment to positioning NCI as the most trusted and valued source of credible and up-to-date cancer information in the world, OC staff established a set of operating principles on which to focus our work during 2005 and beyond. At the core of these principles is OC's mission to effectively communicate the most current, evidence-based information related to cancer prevention, detection, diagnosis, treatment, and survivorship across the U.S. and around the world, and support NCI with communications services and strategic counsel. As "communications central," OC brings together, in one office, the expertise, resources, and strategies to serve the vast communications needs of the entire Institute.

In 2005, we challenged ourselves to empower the cancer enterprise in reaching our goal of eliminating suffering and death due to cancer by providing communications support even more efficiently and cost effectively. Linking closely to the priorities outlined in the Bypass Budget and working within tighter budget constraints, we did more with less by developing streamlined approaches to the core communications services we provide to NCI and the public. We collaborated with both internal and external partners to deliver cutting-edge communications tools, products, and services.

We ended the year as a more efficient operation—more focused in supporting the

Institute's priorities and more effective in reaching critical audiences with valuable cancer information.

In 2006, OC is positioned to support the implementation of the NCI Strategic Plan with integrated communications activities. Our performance in 2005 sets a strong foundation for moving forward in the coming year.

The 2005 OC Annual Report highlights key accomplishments in three critical areas of support to the Institute.

Providing a Foundation for Communications Support

Every Division, Office, and Center of NCI relies on core communications services housed within OC. We provide the Institute with enhanced cancer communications management, which ensures accuracy and consistency, reduces duplication, and achieves economies of scale. Through these core services, OC lays the groundwork for the Institute's communications.

- ▲ In 2005, we enhanced several of our core services to provide greater flexibility and choice in implementing the communications initiatives of OC-supported groups.
- ▲ We employed our expertise to support NCI collaborative opportunities across NCI, which resulted in high-quality, high-yield communications and greater value for the Institute.
- ▲ We continued to develop the skills of our highly trained staff of communications technology specialists, science writers, strategic communications planners, public health advisors, and other professionals to better serve NCI with long-range planning.



Providing Communications to Link, Integrate, and Advance Science

Communications systems that establish linkages and improve integration across the cancer community are critical to achieving progress in cancer research.

- ▲ Over the past year, OC jointly managed a number of systems that provide biomedical and administrative reference terminology resources for NCI, other Federal agencies, and the international research community.
- ▲ We enhanced our support of NCI's new enabling technology initiatives by leveraging the Institute's communications resources via partnerships and collaborations within NCI and across the cancer community.
- ▲ We played a key role in launching and supporting high-visibility projects and programs of the Office of the Deputy Director for Strategic Scientific Initiatives, including caBIG™, nanotechnology, and The Cancer Genome Atlas, among others.
- ▲ We increased our ability to disseminate evidence-based cancer-related information to patients, the public, and health professionals worldwide.

Providing Communications Leadership

OC strategically leads the Institute's efforts to convey timely and relevant information to the public on critical cancer-related issues.

- ▲ OC has built greater awareness of NCI, as well as the scientific knowledge produced from NCI-funded research, among the public through energized press and public affairs operations.

- ▲ We provided training for several NCI spokespersons to effectively communicate key messages to the public and scientific community via the news media.
- ▲ We leveraged our resources through innovative and bold partnerships with outside agencies and organizations to achieve greater reach into special populations.
- ▲ We embarked on the development of the first NCI-wide communications plan, which will better integrate communications services across the Institute. Over the course of the next year, we will rely upon the expertise across the Institute to formalize this plan.
- ▲ We developed and distributed tools to ensure a consistent look and feel for NCI materials and publications. These tools allow Divisions, Offices, and Centers to develop materials and publications using cost-effective design templates that maintain both the NCI brand and product individuality.

2005 OC Accomplishments in Three Key Areas

OC's mission is to support NCI's overall strategic priorities by providing a communications infrastructure for science. This Annual Report chronicles how we fulfilled this mission in 2005.

Providing a Foundation for Communications Support

Following is a list of 2005 accomplishments made in the area of communications support.



Cancer.gov won the Freddie Award for Best Web Site



Communications Technology

- ▲ For NCI's *Cancer.gov* Web site, proudly accepted the prestigious Freddie and Webby Awards.
- ▲ Achieved an exceptional four straight quarters with the "best in customer satisfaction" score in the e-Government Portals/Department Main Sites category of the American Customer Satisfaction Index survey.
- ▲ Achieved a record 11 million page views per month for *Cancer.gov* from the American public, researchers, and others; maintained site availability in excess of 99.99 percent, exceeding industry standards.
- ▲ Designed and developed Web sites and applications across the Institute, including:
 - Web sites for over 20 NCI Divisions, Offices, and Centers, providing design, development, hosting, and maintenance.
 - Developed and launched several interactive applications, such as the Institute's NCI Listens and Learns initiative and Expert Finder and Tracker.
- ▲ Provided the telecommunications infrastructure to launch, implement, and maintain the National Network of Tobacco Cessation Quitlines (1-800-QUITNOW), a DHHS initiative that supports State Tobacco Quitlines and provides services to smokers across the country who want to quit.
- ▲ Enhanced and maintained NCI's public Web site, *Cancer.gov*.
 - Implemented new search functionality to provide better access to information.
 - Developed and launched the online NCI Fact Sheet collection, which combines data sets from across the OC.
- ▲ Undertook the creation of a new NCI Intranet to provide staff with a versatile, content-rich, online work environment to enhance collaboration, knowledge, sharing, access to information, and overall efficiency.

- ▲ Conducted targeted user research, analyzed industry best practices, and consulted with subject matter experts to establish a plan to offer core features and a solid foundation to deliver a suite of tools for collaboration and information management.

Event and Meeting Planning

- ▲ Supported NCI leadership by organizing various meetings including the NCI All-Hands Meeting, the Japanese Delegation Grants Meeting and Tour, the Cancer Center Directors Retreat, the NCI Director's Awards Ceremony, and various video conferences.
- ▲ Led the Combined Federal Campaign for the Institute by motivating NCI's generous volunteer workers with numerous rallies and award ceremonies, and by encouraging donations through engaging and informative events. The resulting \$309,272 in pledges far surpassed NCI's goal of \$238,000 by nearly 30 percent.

Exhibit Program

- ▲ Maximized the impact, exposure, and consistency of NCI's exhibits through appearances at more than 20 national meetings, including ASCO and AACR.
- ▲ Communicated important information and cancer messages by distributing 300,000 pieces of NCI cancer information and literature through NCI's exhibits.
- ▲ Deployed improved communications technologies by creating new computer and literature kiosks within the main NCI exhibit.
- ▲ Supported exhibition of NCI materials and resources at nearly 70 meetings across the country through the Exhibit Loaner Program.



This 8'x10' pop-up from the Exhibit Loaner Program was one of the new NCI exhibits created in 2005

Gift Fund

- ▲ Acknowledged the generosity of contributors by sending more than 1,900 Gift Fund acknowledgement letters as part of NCI's Gift Fund Tracking System, which the Financial Management Branch uses to track receipt of memorial donations.

Health Communications Internship Program

- ▲ Aided workforce development programs by successfully hiring and training 17 skilled graduate-level interns; hired two former interns as FTEs and two interns as contractors; and studied the feasibility of expanding the program to other NIH Institutes.

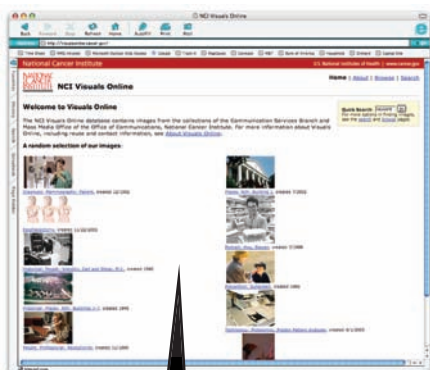
Library Online (LION) and Library Services

- ▲ Linked NCI more closely with the broader cancer community by providing staff with online access to important news and cancer-related news sources including *The Wall Street Journal*, *The Washington Post*, *USA Today*, *LexisNexis*, and *Current Clips*.

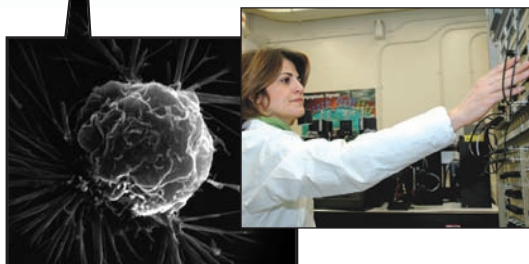
- ▲ Provided a more comprehensive daily news service by improving LION's Internet newsfeed content in our Current Clips Supplement e-mail alerts.
- ▲ Broadened LION's reach through internal promotion, increasing registered users by 18 percent.

Photography and Audio/Visual Services

- ▲ Introduced new employees and trainees to the mission, culture, and values of NCI by producing a new NCI Orientation video for the Office of Management.
- ▲ Enhanced NCI's online database of photographs and images, Visuals Online, which is shared throughout the Institute at no cost to individual users. Added new images of scientists, equipment, technology, and patients through a joint project with the Office of Education and Special Initiatives. Developed new graphic images related to cancer.



Visuals Online, a database of NCI-owned photos and biomedical images, is managed by OC



Public Inquiries

- ▲ Served as the Institute's public information office about NCI programs and activities.
- ▲ Coordinated across the Institute to ensure that consistent information was provided to the public.
- ▲ Received and accurately responded to more than 1,400 telephone inquiries, 4,600 e-mail inquiries, and 500 written inquiries to the Institute.

Warehousing, Publication Distribution, and Mailing Services

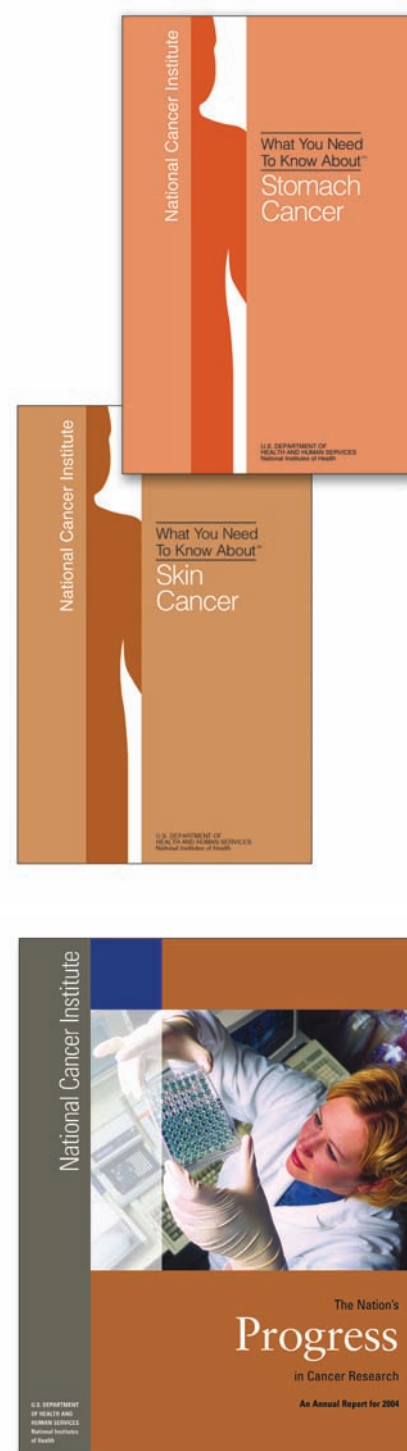
- ▲ Streamlined warehousing procedures and implemented cost-effective methods of packing and shipping, resulting in \$157,000 savings to the Institute.
- ▲ Distributed 6.4 million publications in 2005, including 1.2 million booklets belonging to the *What You Need To Know About Cancer* series.
- ▲ Provided NCI staff with valuable data on distribution patterns, enabling staff to evaluate and refine methods of information dissemination.

Written Materials

- ▲ Increased recognition and visibility of NCI by creating new graphics standards for the NCI logo and conducting internal seminars on its use.
- ▲ Revised four booklets in the *What You Need To Know About Cancer* series to reduce the reading level from 9th grade to 7th grade; earned another NIH Plain Language Award.

- ▲ Provided the public with the latest cancer information by updating nearly 100 fact sheets in the NCI Fact Sheet collection and posting these to *Cancer.gov*, including several in Spanish.
- ▲ Efficiently managed more than 150 projects, including those related to the *NCI Annual Progress Report* for both 2004 and 2005, the new *NCI International Prospectus*, the *What You Need To Know About Cancer* series, and the *Navigate the NCI* brochure, which resulted in significant cost- and time-savings for the Institute.
- ▲ Partnered with NCI's Research Contracts Branch to develop a new printing policy for the Institute and educated NCI's Administrative Officers about the new policy.
- ▲ Ensured better and more efficient compliance with Department of Health and Human Services (DHHS) requirements through the creation of a new Clearance Team that ushered 175 documents through clearance, the development of a clearance Web site with downloadable forms, and the launch of an online database of scientific experts for internal use.
- ▲ Built the capacity within OC for writing in plain language through the hosting of a training session and actively participating in various NIH plain language activities.
- ▲ Ensured key audiences were kept abreast of NCI news and information through the distribution of press releases, Q&As, the *NCI Annual Progress Report*, *NCI Cancer Bulletin*, and other documents.
- ▲ Wrote and edited speeches, talking points, letters, and reports for the NCI Director and Deputy Directors, and articles for the *NCI Cancer Bulletin*, *D-Briefs*, and the 2015 Web portal.

In 2005, OC managed more than 150 publication projects, including the What You Need To Know About Cancer series and the 2004 NCI Annual Progress Report

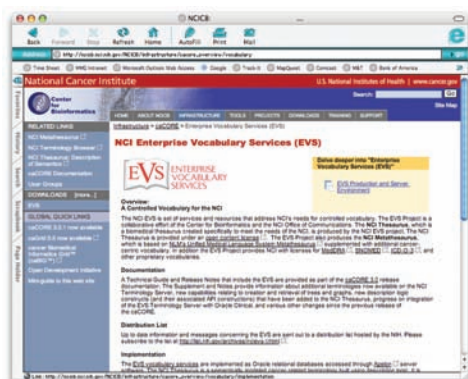


Providing Communications to Link, Integrate, and Advance Science

Following is a list of OC accomplishments made in 2005 that helped to link, integrate, and advance science.

Enterprise Vocabulary Services (EVS)

- ▲ In collaboration with the NCI Center for Bioinformatics, created and integrated content for NCI Thesaurus and NCI Metathesaurus, and consulted on technical issues related to these resources.
- ▲ Collaborated with other NIH Institutes and NIH Roadmap efforts to expand terminology in NCI Thesaurus, one of four terminologies designated by NIH for standard use in coding information, and participated in Federal efforts to develop shared standards for healthcare terminologies.
- ▲ Managed the development and inclusion of the Food and Drug Administration (FDA) and CDISC terminology into NCI Thesaurus, including shared standard terminology for study data tabulation, and for FDA structured (drug) product labeling.



EVS is the collaborative effort of OC and the NCI Center for Bioinformatics

- ▲ Managed development and maintenance of the clinical terminology in NCI Thesaurus and served as the content editors for NCI Metathesaurus, in addition to supporting EVS stand-alone terminology resources and services to NCI and other organizations.
- ▲ Collaborated with the FDA on terminology related to drugs and devices and on clinical trial terminology initiatives.
- ▲ Collaborated with the Department of Veterans Affairs (VA) on terminology related to drugs, common clinical trials semantics, and terminology operations.
- ▲ Collaborated with the Centers for Disease Control and Prevention (CDC) on terminology related to cancer incidence and prevention and terminology operations.
- ▲ Collaborated with NCI-designated Cancer Centers on clinical trials initiatives and other efforts related to NCI's cancer Biomedical Informatics Grid (caBIG™) project.
- ▲ Collaborated with the FDA, VA, and the National Library of Medicine (NLM) on the FedMed Project, a multi-agency effort to connect, standardize, and share drug information, with goal of providing consistent, freely available, and up-to-date electronic medication information to the public.
- ▲ Participated in national and international clinical research terminology and data standards efforts (e.g., CDISC and Health Level 7 Regulated Clinical Research Information Management).
- ▲ Further integrated NCI Thesaurus with PDQ by assisting in the recoding of more than 1,000 clinical trials and by revising the menu system for clinical trial search tools on *Cancer.gov*.
- ▲ Partnered with NLM to:
 - Create and update a strategy for the cancer literature citation subset in

PubMed and to enrich the PubMed phrase dictionary with cancer-related terminology.

- Served as the content curator for definition of the cancer subset in PubMed and its search engine.

Launching and Supporting Technology Initiatives

- ▲ Provided communications planning, strategic counsel, and media expertise for the positioning, roll-out, and sustained communications for high-profile NCI initiatives.
- ▲ Partnered with the Office of Technology and Industrial Relations to launch the NCI Alliance for Nanotechnology in Cancer:
 - Raised awareness within NCI and NIH, the broader cancer community, academia, advocates, and industry through targeted communications.
 - Drove interaction among grantees, advocates, scientists, patients, and government agencies.
 - Assisted in Web page development (<http://nano.cancer.gov>) as a "Knowledge Center."
- ▲ Planned Alliance for Nanotechnology in Cancer launch events targeted at the media and scientific communities; featured prominent scientists, thought leaders, and experts in the field.
- ▲ Planned similar launches for caBIG™ and The Cancer Genome Atlas project.

NCI Online Dictionaries

- ▲ Created the NCI Drug Dictionary for *Cancer.gov*, which:
 - Contains technical descriptions for approximately 500 drugs and biologic agents that are currently being used in cancer clinical trials.

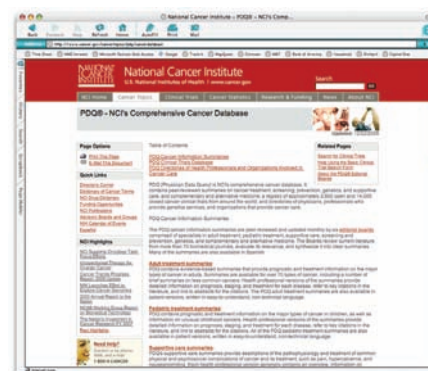
- Will soon grow to include additional categories of drugs and agents.
- Since its launch, averaged 66,000 page views per month.

- ▲ Managed the online Dictionary of Cancer Terms, which:
 - Expanded its number of terms and definitions by approximately 11 percent, to more than 4,100, and refined approximately 15 percent of its pre-existing terms and definitions.
 - Received more than 9 million page views in 2005.
- ▲ Designed and implemented versatile search functionalities for both dictionaries.

Physician Data Query (PDQ®)

- ▲ Managed NCI's PDQ comprehensive cancer information database, which contains regularly updated, evidence-based, peer-reviewed cancer information summaries, an international cancer clinical trials registry, terminology and definitions for the NCI Web site's Dictionary of Cancer Terms, and directories of persons and organizations involved in cancer care.
- ▲ Supported the six PDQ Editorial Boards, thereby linking clinicians, patients, and researchers worldwide to "state-of-the-art" cancer information.

PDQ, which is managed by OC, is NCI's comprehensive cancer information database



- ▲ Broadened NCI's reach to new audiences by licensing PDQ cancer information to domestic and international organizations, such as Oncolink, EmergingMed (which provides a clinical trial matching service for the Oncolink and American Cancer Society Web sites), the University of Bonn (Germany), and the Translational Research Informatics Center in Japan.
- ▲ Provided content and technical guidance to France's new Institut National du Cancer for the development of a French national cancer clinical trials registry.
- ▲ Enhanced the ability of patients to learn complex cancer-related information by creating and adding 52 biomedical images to patient-oriented PDQ cancer information summaries and definitions in the Dictionary of Cancer Terms.
- ▲ Provided oversight for electronic clinical trial information exchanges among PDQ and NIH's *ClinicalTrials.gov* registry, PDQ and NCI's Cancer Therapy Evaluation Program (*i.e.*, Cancer Trials Support Unit's Regulatory Support System) and the Children's Oncology Group; collaborated with the American Association of Cancer Institutes' Technology Taskforce to develop a Web service that enables AACI members to query the PDQ clinical trial registry programmatically.
- ▲ Registered NCI-sponsored clinical trials in the Web site *ClinicalTrials.gov* to fulfill the Institute's regulatory requirements under Section 113 of the FDA Modernization Act of 1997, as well as requirements of the International Committee of Medical Journal Editors for trial registration before manuscripts are accepted for publication.
- ▲ Led the Clinical Data Interchange Standards Consortium (CDISC) Subgroup on External Registries in efforts to develop specifications for a standardized format for submission to external registries such as PDQ and *ClinicalTrials.gov* to better facilitate

submission of information directly from researchers and institutions and their clinical trial management systems.

- ▲ Enhanced the PDQ authoring and production system to enable more frequent publication of content to *Cancer.gov* and licensees worldwide.

Providing Communications Leadership

Following is a list of OC accomplishments made in 2005 toward leading the dissemination of cancer-related messages across the entire cancer community.

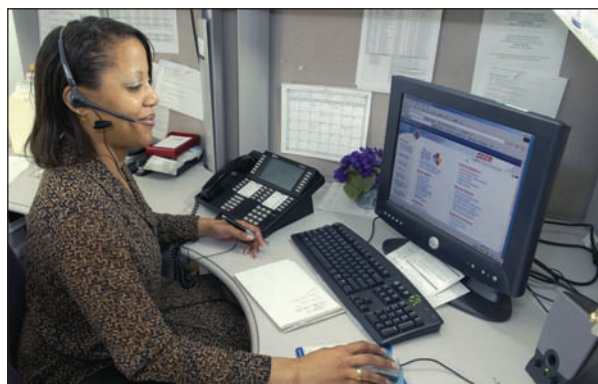
Addressing Health Disparities

- ▲ Reached out to populations with limited access to health information through the Cancer Information Service's (CIS) network of 15 regional offices that provide cancer information to the public and health professionals through a variety of media.
- ▲ Established partnerships between the CIS regional offices and local, State, and regional organizations to design, implement, and evaluate over 900 evidence-based cancer education projects that reached minority and medically underserved populations.
- ▲ Collaborated with the American Cancer Society, the CDC, and the Department of Agriculture on the Team-Up Pilot Project to reach women in eight Appalachian counties who were either rarely or never screened for breast and cervical cancer.
- ▲ Conducted extensive media outreach to outlets providing information to minority and underserved audiences to enhance the availability of NCI's information and access points (*e.g.*, CIS and *Cancer.gov*).

- ▲ In collaboration with Division of Cancer Control and Population Sciences, successfully presented an R21 research grant concept to NCI's Executive Committee and Board of Scientific Advisors on increasing the utilization and impact of the NIH CIS among the medically underserved.
- ▲ Expanded Spanish language translation capabilities by adding another Spanish writer and translator to the team so that more NCI public information products may be made available to Spanish-speaking audiences in paper and electronic formats.
- ▲ Improved outreach to diverse populations with information about the clinical trial process and NCI resources, conducted 47 Clinical Trial Education Series trainings with partners, including the M. D. Anderson Community Clinical Oncology Program, Leukemia and Lymphoma Society chapters, and the University of Maryland School of Medicine.

Cancer Information Service Program

- ▲ Provided one-on-one assistance to cancer patients and their families and friends, and access to the most up-to-date and accurate cancer information.
- ▲ Effectively responded to approximately 110,000 calls through NCI's toll-free number (1-800-4CANCER).
- ▲ Communicated in real-time to over 8,000 people through LiveHelp, NCI's instant messaging service available on *Cancer.gov*.
- ▲ Provided timely information to more than 5,800 e-mail requests.
- ▲ Improved efficiency and response time through a redesign of the CIS telephone system to allow for the flexibility to reconfigure the contact center and recover quickly in the event of a disaster.



CIS responded to approximately 110,000 calls through 1-800-4CANCER last year

- ▲ Contributed to the national decline in smoking in 2005 by implementing evidence-based, proactive smoking cessation counseling through the NCI Smoking Cessation Quitline (1-800-44U-QUIT) and supported national tobacco control efforts by collaborating with CDC on the DHHS Tobacco Initiative, which established the National Network of Smoking Cessation Quitlines (1-800-QUIT-NOW). The CIS provides quitline services for four states without quitlines and the District of Columbia. Between the two services, over 800 smokers have been enrolled in proactive cessation counseling and more than 2,500 smokers have been counseled about quitting.
- ▲ Provided leadership and technical support to all States, tribes, and territories engaged in cancer control planning and implementation.

Clinical Trial Awareness and Support

- ▲ Helped NCI achieve a critical goal of increasing participation in clinical trials, particularly among minorities, by promoting protocols through the Public Inquiries Office and the CIS.

- ▲ Assisted NCI Divisions in developing clinical trial recruitment materials by applying communications planning, plain language, Spanish-language, and low-literacy writing expertise to help patients and their families understand study requirements.
- ▲ Highlighted an open, NCI-sponsored clinical trial every week in the *NCI Cancer Bulletin*, including information on eligibility, trial sites, and other pertinent information.

Communications Research, Planning, and Evaluation

- ▲ Advanced NCI's focus on long-range strategic communications planning by assisting Divisions in their planning activities and supporting the NCI Strategic Plan by starting the development of an Institute-wide communications plan.
- ▲ Led issues-management efforts on behalf of NCI that involved planning and collaborations across the Institute and with outside partners.
- ▲ Developed comprehensive communications plans for numerous high-visibility NCI projects, including the Clinical Trials Working Group, the Translational Research Working Group, and technology initiatives such as nanotechnology, caBIG™, and The Cancer Genome Atlas project.
- ▲ Ensured that disseminated messages were accurate and consistent through review of strategies and materials.
- ▲ Developed tools enabling the CIS network to promote and guide development of collaborative research studies with health communication researchers, and began developing a research portfolio database to enable the CIS to track and report on collaborative CIS studies.

Consumer Health Profiling

- ▲ Facilitated the development of evidence-based, targeted regional outreach and media strategies by the CIS regional offices and their partners through the use of comprehensive lifestyle profiles of communities in need of cancer information and outreach.
- ▲ Developed a unique, tailored, Internet-based tool, allowing the CIS regional offices access to predefined datasets of demographic and lifestyle information. The successful training of the regional staff in the use of this product allowed OC staff to take on new responsibilities and expand the use of Consumer Health Profiles within the Institute.
- ▲ Partnered with the Alabama Department of Public Health to analyze the State cancer registry and identify specific populations in need of outreach. This work was published in CDC's journal, *Preventing Chronic Disease: Public Health Research, Practice, and Policy*.

Disaster Response

- ▲ Reached out to victims of hurricanes Katrina and Rita through participation in the response team, providing resources for displaced cancer patients and providers, drafting a communication response plan, and identifying victims' information-distribution needs to increase reach and decrease duplication of efforts.
- ▲ Established a Web site (www.cancer.gov/katrina), which included links to: vital information for health professionals to volunteer through the DHHS; a clinical trials search form to help displaced cancer patients enrolled in clinical trials find an alternative site to continue their treatment and locate the CIS and its LiveHelp program, which offers online assistance; and ASCO's list of

oncology practices, cancer centers, and hospitals. All of NCI's online resources were translated into Spanish within days of the Katrina portal being launched.

- ▲ In addition to the ASCO partnership, partnered with the American Red Cross to ensure communication of NCI's available resources through existing efforts.
- ▲ Provided strategic communications planning assistance to the Red Cross to aid them in developing effective communications to people with disabilities affected by the hurricanes and to foster discussions of preparedness among specific audiences.

Media Outreach and Response

- ▲ Kept NCI's achievements prominently in the news by producing 80 news releases, backgrounders, and fact sheets, placing an Op-Ed article in *The San Diego Tribune*, working with *Reader's Digest* on an article, "Winning the War on Cancer," drafting recurring articles for *Coping*, *CURE*, and *ASCO News*, consulting for the award-winning *Wall Street Journal* series on cancer by Amy Marcus, and responding to 1,200 incoming media calls.
- ▲ Collaborated on several television productions, including ABC News' *Quit to Live* series, *The Sesno Report*, PBS' *Cancer Story*, *CBS Sunday Morning*, *The Today Show* (featuring NCI's Dr. Ernie Hawk), and numerous segments on NBC News, CBS News, Bloomberg News, and *The NewsHour with Jim Lehrer*.
- ▲ Made available more than five hours of video clips (i.e., B-roll) to the media, including images of mammography, normal and cancerous cells, description of proteomics, historic photographs, and treatment and technologies.
- ▲ Through *Hollywood, Health & Society*, a program of the University of Southern

OC worked with Reader's Digest to produce "Winning the War on Cancer," which was published in October 2005



California Norman Lear Center, and in partnership with the CDC, provided the entertainment industry with factual information for medical storylines; experienced a 500 percent increase in consultations with shows, including *House*, *ER*, *Grey's Anatomy*, and *As the World Turns*.

- ▲ Increased the frequency of the popular Science Writers' Seminars from quarterly to bi-monthly and held seminars at Cancer Centers in Boston, Los Angeles, New York, and Philadelphia.
- ▲ Worked with the NIH and the FDA to hold a teleconference on breaking news about Celecoxib®, which resulted in substantial national news coverage.
- ▲ Provided approximately 20 media training sessions to NCI leaders and scientists to enable more productive interviews and greater accuracy in reporting.

OC coordinated with MSNBC's Today Show to interview Ernie Hawk, M.D., M.P.H., Director, Office of Centers, Training, and Resources, Office of the Director, about preventing colorectal cancer on March 18, 2005



- ▲ Designed and developed the “NCI Challenge Goal 2015” portal to provide context and background resources to the cancer community about the goal of eliminating suffering and death due to cancer.

National and International Partnerships

- ▲ Extended NCI’s leadership in the community and around the world by serving on the National Partnership for Comprehensive Cancer Control Core Committee; providing leadership on 41 state comprehensive cancer control steering committees and work groups; serving as faculty and facilitators at four regional Comprehensive Cancer Control Leadership Institutes; assisting in planning and implementation of territorial Leadership Institutes for the Pacific Islands and Puerto Rico; and leading in the planning and implementation of the Tribal Leadership Institute, which included 16 federally funded tribes, urban Indians, and other tribal organizations.
- ▲ Played a leadership role on the International Cancer Information Service Group to help cancer organizations worldwide expand their cancer information services.

- ▲ Planned and facilitated a workshop in Rome, Italy for health care practitioners; hosted visits to NIH from the German CIS and the South Korean CIS.
- ▲ Worked with groups in Japan to translate PDQ cancer information summaries and *The NCI Cancer Bulletin* into Japanese.

NCI Cancer Bulletin

- ▲ Wrote and produced the *NCI Cancer Bulletin*, the Institute’s flagship publication and one of the cancer community’s most respected and relied-upon information resources. Over the past year, the subscription base for this electronic publication increased by 20 percent, reaching over 20,000 readers each week.
- ▲ Created an HTML version of the *NCI Cancer Bulletin* to expand reader accessibility, as well as versatility of the content.
- ▲ Created the ability to search all issues of the *NCI Cancer Bulletin*, dating back to the publication’s launch in January 2004.
- ▲ The *NCI Cancer Bulletin* was a finalist for the Freddie Award in the oncology category, along with CNN, the Dana-Farber Cancer Institute, and Lance Armstrong’s LIVESTRONG™ Web site.



The NCI Cancer Bulletin is delivered to more than 20,000 readers each week

Publications

The following publications, authored or coauthored by OC staff, were published over the past year.

De Coronado, S.; Haber, M.W.; Sioutos, N.; Tuttle, M.S.; and Wright, L.W. NCI Thesaurus: Using science-based terminology to integrate cancer research results. *Proceedings of the 11th World Congress on Medical Informatics (MedInfo 2004)*, Amsterdam: IOS Press, pp. 33-37, 2004.

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Printed February 2006

